The Rancho Reporter

Vol. 1, No. 27 "To inform and serve..." Wednesday, May 24, 1967

Board Chairman Buys Out Mission Viejo Stockholders

West, O'Neill s Gain Full Control; Reilly Appointed Company President

James E. West, Chairman of the Board of Mission Viejo Company, developers of the 11,000-acre planned community of Mission Viejo today announced his acquisition of the interests of Donald L. Bren and the George A. Fuller Company, two of the three original investors in the firm.

All of the other interests in the firm are owned by the O'Neill family, owners of the historic 53,000-acre Rancho Mission Viejo upon which Mission Viejo is rising.

Terms of the sale of the Bren and Fuller interests to West were not revealed.

West also announced that Philip J. Reilly, executive vice-president of Mission Viejo Company, will replace Bren as president. No other personnel changes are contemplated, West said.

The O'Neill family, Bren and the Fuller Company as investors began development of Mission Viejo about three years ago.

'Rancho Days' Fete Planned for Aug.

Support for a "Rancho Days Parade" was given by the Aliso Homeowners Assn. at last week's meeting.

The parade will be held sometime during the month of August and will be sponsored by the Rancho Reporter and will involve local service organizations and other interested persons, according to Carl E. Venstrom, editor and publisher.

Venstrom spoke to the organization on the parade as a community project. Chuck Waltman, president of the homeowners group, will be working with Venstrom on organizing the parade.

10 Years of Hurt If Override Fails

"If the June 13 tax override for the Tustin Union High School District fails it will affect the educational program for youngsters for the next 10 years," said Chester Briner to last week's regular meeting of the Aliso Homeowners Assn.

Briner, a Mission Viejo resident who is a member of the Citizen's Educational Advisory Group for the Tustin Union High School District, said the 45¢ tax override is a recommendation made by a group of citizens that was composed of local businessmen, professional men and accountants that made the recommendation after a thorough study of the high school's budget.

BOBBY SOX softballers thrilled an enthusiastic crowd at their recent opening with an action packed day of girls' softball as teams met to get the '67 season underway.

Bobby Sox League Opens New Season

The San Joaquin Bobby Sox League opened it's 1967 season Sat., May 13, at Irvine School before a highly enthusiastic crowd of parents and guests.

Major General C.J. Quilter, commanding general, 3D Marine Aircraft Wing, guest of honor, threw out the first ball of the season.

The Toroettes lost to the Santa Ana Sluggers, sponsored by the Enurtone Company, Newport Beach, by a score of 26 to 12 during the early morning play. The Blue Angels downed the Gold Sluggers, sponsored by the Irvine Company, by an unbelievable score of 31 to 1.

After a brief recess of team activities, during which the crowd enjoyed a luncheon of fried chicken, potatoes, and a large assortment of salads, four more teams took the fields.

The Bandits topped the Wildcats, sponsored by Don's Mobile Station, Mission Viejo, by a score of 24 - 4 in the opening game of the afternoon.

The La Pazettes, sponsored by La Paz Cleaners, Mission Viejo took TNT, for Tough Not Timid, sponsored by VMGR-352 of MCAS, El Toro, by a score of 16 to 4.

Aliso Homeowners Favor Override 100%

Unamious approval to publicly support the June 13 tax override for the Tustin Union High School District was given by the Aliso Valley Homeowners Assn. at last week's regular meeting.

The total vote of confidence was given following a speech given by Chester Briner, Mission Viejo resident and Rancho Reporter columnist

Chuck Waltman, El Toro resident who is president of the homeowners assn. conducted the business meeting with the aid of the board of directors.

A report on beautification of area roadways and plans for parks and recreation programs was presented by Bill Millan. He also discussed the eight lane freeway coming in through El Toro, which will take two years to complete.

An open discussion was held by the homeowners group on other community problems. Jim Vakoutis, of the Planning Committee, also gave a report.

Millan was elected to the position of treasurer to fill the vacancy left by Mrs. Maureen Gillis.

Spring Concert Friday

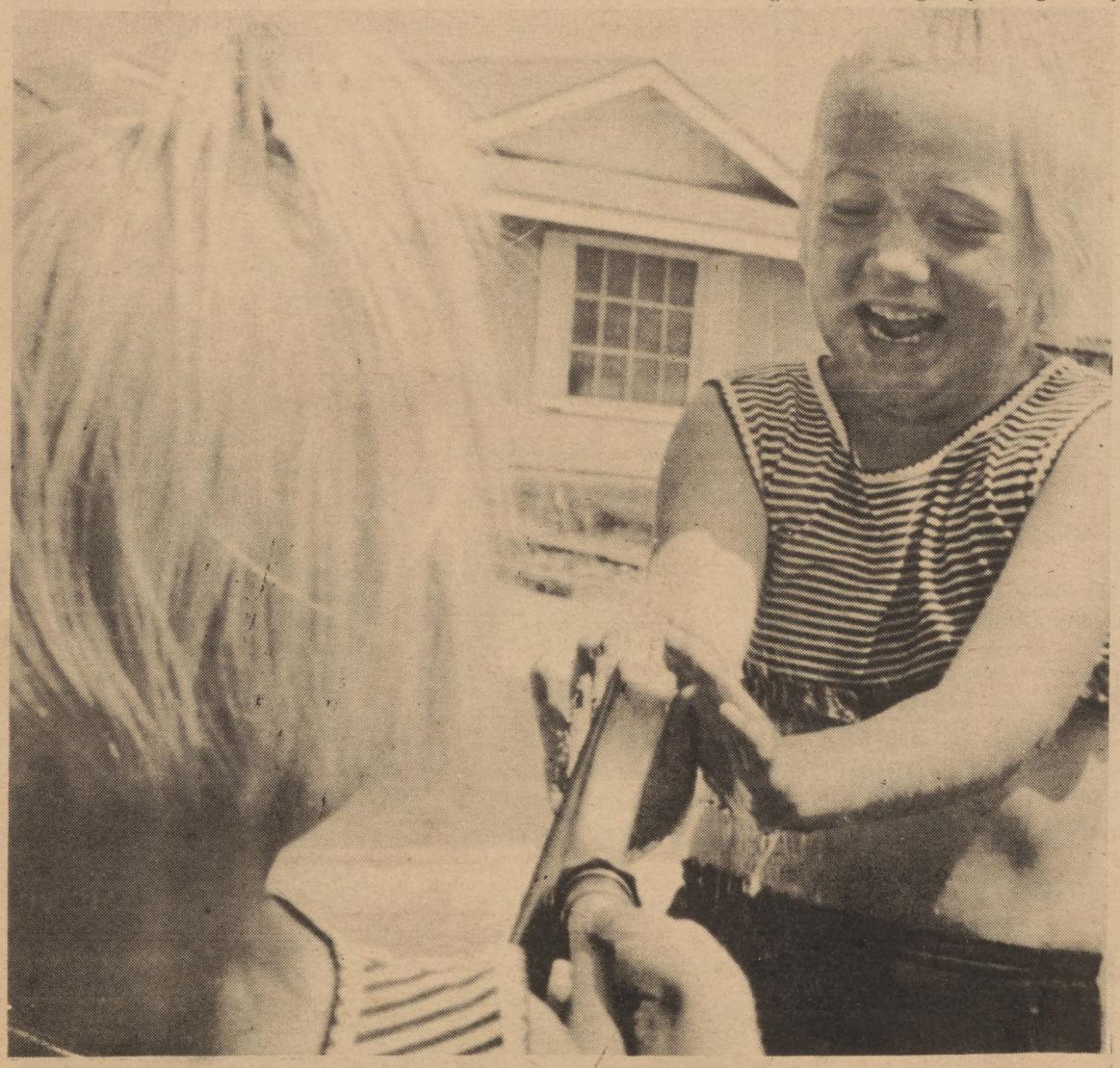
The music departments of Mission Viejo High School and the San Joaquin Elementary schools will present a joint Spring Concert Friday at 7:30 p.m. in the A-B-C rooms of Mission Viejo High School.

This is the first combined musical effort of the two districts and will involve over 500 student singers and instrumentalists.

Featured numbers will include: "America Is A Melody" and "Sound of Music" selections by the San Joaquin choruses, "Venetian Varieties" and "March For A Festival" by the San Joaquin band and string groups, "Thou Who Wast God" and "Serenade To Spring" by the Mission Viejo Girl's Glee Club, "Madame Jeanette" and "Cranberry Corners" by the Mixed Chorus, and "Curacao" and "Italian Masters Suite" performed by the Diablo Concert Band.

The participating musical directors are Mrs. Helen Schaeffer and John Del Monaco of San Joaquin and Jack Mason of Mission Viejo. Assisting accompanists will be Mrs. Richard Mobley and Mrs. Robert Wallace of Mission Viejo.

Admission is free and the public is cordially invited to attend.



JUST 'HOSING' AROUND the front yard was about all Cindy and Sandy Lewis, 23116 Cavanaugh Road, El Toro, had energy to do last week as soaring temperatures forced residents to seek strange forms of relief. Tuesday's mercury read 96 in shade, 120 in sun at 3:30 on El Toro Road.

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EDITORIAL:

Don't Burn Down God's Work

Smokey can't do it alone!

America the Beautiful?

'UNANIMITY OF PURPOSE' CITED

'Cooperation' Tabbed Key to MV Growth

A unanimity of purpose must be achieved between a developer and all government agencies exercising jurisdiction if a successful master plan for a new community is to be achieved.

This cooperative attitude was described by Frank Fehse, vice president in charge of engineering for the Mission Viejo Company, as the most important element in the development of a practical master plan for an entirely new community in a talk before the Orange County Chapter, American Congress of Surveying and Mapping, in Santa Ana recently.

He related the various steps that had been followed in creating a master plan for the 11,000-acre new community of Mission Viejo on land previously used solely for cattle grazing.

Construction is underway on a fourth residential development in the community which is less than two years has acquired a population of approximately 2,500, a championship 18-hole golf course, a shopping center, a high school, a church and many other community amenities, he said.

"This rapid development has been accommodated by a precisely detailed master plan that was only possible because the various county agencies fully understood from the very beginning what the developer sought in the way of an ideally balanced community in Mission Viejo," Fehse declared.

Knowledge of the area and local regulations and administrative personnel are important in creating and obtaining approval of a master plan for a new community with a minimum of delay and revision, he said.

"Good communications and a desire to cooperate to the fullest with local authorities are prime reasons that barren land has been transformed into a thriving community in a short time span," he concluded.

Ann Noel

DIABLO DAZE...

Mission Viejo Hi Talk

A final school wide election today culminated two weeks of campaigning for all candidates running for ASB offices. Results will be released later in the week and will be printed in the next issue of **The Rancho Reporter**. An all day convention Friday eliminated all but two of the candidates for each office. Delegates in a one to five ratio voted for each homeroom voted and revoted for the candidates.

Mission's Junior class is again in action making recommendations for next year's Senior officers. Suggested plans include a special Senior snack line, Senior lawn, and a Senior section in assemblies.

The Science Club will soon be selling candy suckers to supplement their treasury for more field trips. Be sure to help this fine organization out with your support.

Officers were elected Thursday for the newly formed Key Club. President is Chris Danforth, and vice-president is Steve Limberg.

Elected secretary was Jerry Keen, and treasurer, Doug Miller. These officers will be installed tomorrow at a Kiwanis dinner at the Elks Club, San Clemente.

Last and final issue of the Diable Dispatch is scheduled for distribution Friday. Highlights include returns of Wednesday's ASB election, also to be announced will be next year's annual staff.

Roshan Sharma

REFLECTIONS...

AMERICANS AND MATERIALISM

One of the world's greatest misconceptions is that the Americans are the most materialistic people on earth. It is believed by most foreigners and Americans alike that we are possessed by gadgets, devices, and material wealth. The "Mighty Dollar" is quickly blamed for all the evils that are present everywhere.

Another great misconception that goes hand in hand with the above beliefs is that all the poor, underdeveloped countries of the Orient are great champions of spiritualism. It is easily believed that the oriental countries have the monopoly for all moral doings and great thoughts.

In my estimation all of this is hogwash. My problem is that I know the oriental mind too well and that I have come to understand the American spirit. The problem with the oriental countries is that they all live under the glory of the past. The only exceptions are China which is married to morbid unreality, and Japan which is practically western.

I shall never forget the usual greeting, "What did you bring for me" whenever two Indians meet after an absence. To the Indians, spiritualism is only a camouflage for their weaknesses and failures.

My basic thesis is that all poor underdeveloped countries are more materialistic than America and that America is a developed champion of spiritualism. I have come to believe that the poor people of the underdeveloped countries tend to use material possessions for social influence primarily. On the other hand, relatively affluent Americans tend to use material wealth for bettering the quality of life on this planet.

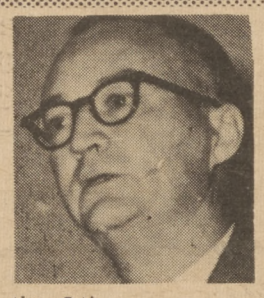
The existence of the American variety of Spiritualism can be shown easily. America is now the biggest producer of rugged individuals in the form of peace-corpsmen, declarers of War on Poverty, fighters of international wars against aggression and race hatred, givers of foreign aid, crusaders against air and water pollution, inventors of miracle medicines, and pioneers of space travel.

The American Constitution, based on Life, Liberty and Happiness, should be our constant reminder of our stake in the eternal struggle to better the lot of MAN in every aspect.

Chester Briner

BLUE CHIPS...

INVESTING FOR GROWTH POSSIBILITES



If past trends continue, it may be absolutely necessary for you to invest for "growth" possibilities. Creeping inflation and increased taxes have reduced the purchasing power of the dollar.

It takes $2 today to buy what $1 would buy 25 years ago. A married couple with two children needs an annual income of close to $13,000 to maintain a $5,000 standard of living of 25 years ago.

During the last 25 year period, investors in American industry have benefitted from:

An increase, by almost 6 times, in the Gross National Product.

Corporate sales increases of more than 7 times.

Corporate profit increases of about 8 times.

Stock market prices - as reflected by the Dow-Jones Industrial Average - increased more than 5 times.

No economy in the history of the world has grown so steadily, for so long a time, to so great a size, as the American economy. American industry is dedicated to bringing new products and services within the reach of millions.

If you are wondering whether American injustry can keep growing, consider these facts:

American industry is now spending over 12 billion dollars a year on research and development - - - more than the entire budget of the Federal Government in 1940.

A whole series of promising new areas are being explored: atomic power - control of the weather - drinking water from the seas - new drugs - new plastics, and much, much more.

You can participate in this growth if you are willing to take the risk. You can be a "partner" by owning shares of the companies that are expected to benefit from our expanding economy. After all, it is an historical fact that common stock prices have kept pace with - or moved ahead of - increases in the cost of living.

Before making a decision, determine your objectives. If one of your objectives is the growth of your capital, or a hedge against inflation, perhaps you should consult a stock broker.

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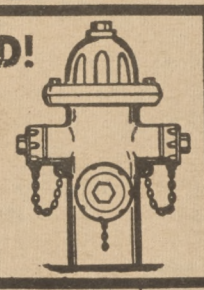

NOW OPEN for regular business after a grand opening featuring free eggs and double stamps on tires is Waren's Richfield on La Paz Road.

UCI Psychologist To Aid Anteaters

The University of California, Irvine has appointed a psychologist and human relations consultant to an unusual administrative position in student affairs.

Dr. Jack F. Little has been appointed to work informally with students to assist them with learning from their life experiences outside the formal classroom.

Announcement of Dr. Little' appointment as "assistant for co-curricular learning to the vice chancellor for student affairs" was made today by Chancellor Daniel G. Aldrich, Jr.

Vice Chancellor Donald Walker, under whom Dr. Little will serve, explained that the extra-curricular life of the university student is increasingly recognized as playing a crucially important part in his development.

"Since Irvine is a new university--without incompatible tradition--we have an unusual opportunity and a serious responsibility to explore and study the learning potential of this long overlooked 'grey area' of higher education, including the ways in which it relates to and supplements classroom learning," Walker said.

For the past 12 years, Dr. Little has been associated in a similar capacity with the Institute of Social and Personal Relations at Berkeley.

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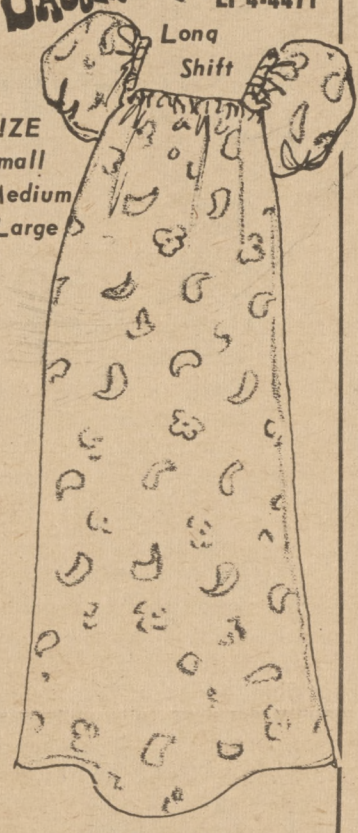

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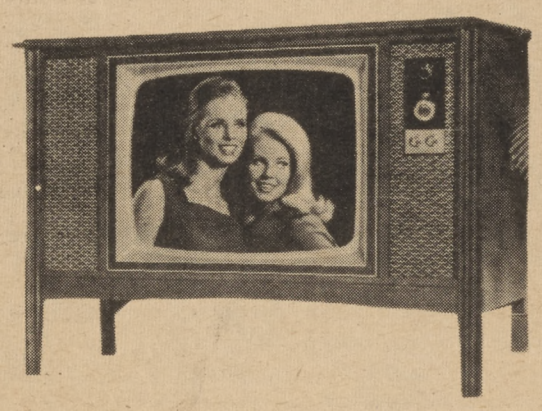

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UC Extension Offers Huge Program

Orange County's first objective lecture series on the Viet Nam crisis, its background and world-wide implications will be a highlight of University of California Extension's Summer Program opening June 19.

Also planned is a long backward glance at the movies as a one-time national institution, featuring as guest speakers men and women who helped make motion picture history.

Among cultural offerings will be daytime workshops in paintings and sculpture and in color and design; also a history course: The Golden Age of Rome.

Marine Ecology workshops will take to the water in power boats and will study beaches and tide pools to learn of the wonders of the sea. Also "going to sea" will be classes in small boat sailing, utilizing Lido 14 sloops.

At UCI, a daytime foreign language program will include courses in reading and discussion of the literatures and cultures of France, Germany and the Hispanic nations, classes in French, German and Hispanic civilization and a course in foreign language teaching.

Among 12 business offerings will be an evening seminar on small business management as well as courses leading to certificates in business, industrial relations and information processing.

And a class and workshop for teachers of the educationally handicapped will be one of 26 daytime and evening programs in education this summer.

For further details and a free summer bulletin, contact Extension at UCI's Campus Hall.

UCI to Graduate Record Class in June Ceremony

Nearly 200 students at the University of California, Irvine are candidates for undergraduate and graduate degrees to be awarded in commencement exercises on Saturday, June 10.

Public ceremonies are being planned for the 150 undergraduates and 50 graduates to be held in the UCI central campus park at 4 p.m.

Featured speaker will be Dr. Harold Taylor, noted educator and former president of Sarah Lawrence College.

Highlights of the cap and gown event will be a formal academic procession and music by the University Orchestra and Chorus.

It will be UC Irvine's second commencement. Last June, 14 students were awarded graduate and undergraduate degrees.

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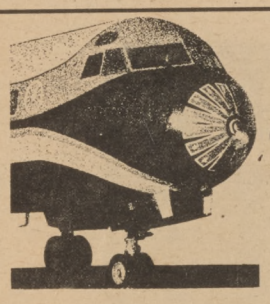

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